

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 4 and 5, AMEND claims 2 and 3 and ADD claims 13 and 14 in accordance with the following:

1. (withdrawn) A method for selling goods, comprising:
  - a step of storing packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material, as well as goods data which includes goods description information describing goods for sale;
  - a step of sending offering data which includes the goods description information in said goods data and the information indicating a packaging material in said packaging material data to a customer;
  - a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation information designating a packaging material selected by the customer;
  - a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the designation data received in said receiving step, based on said packaging material data; and
  - a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in said receiving step.
2. (currently amended) A method for selling goods using a computer having storage, comprising:
  - a step of storing packaging material data which includes packaging material information indicating a packaging material and retailer information indicating a retailer providing the packaging material, as well as goods data which includes goods description information describing goods for sale into the storage;

a step of outputting offering data which includes the goods description information in said goods data and the packaging material information indicating a packaging material in said packaging material data to a customer;

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy, ~~and~~ packaging material designation information designating a packaging material selected by the customer and delivery destination information specifying a delivery destination of the goods;

a step of specifying retailer information corresponding to the packaging material information of the packaging material indicated by the packaging material designation information in the designation data received in said receiving step, based on said packaging material data; ~~and~~

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in said step of receiving;

a step of outputting the generated order data to a retailer indicated by the retailer information in the order data;

a step of generating delivery instruction data which includes the packaging material designation information, the goods designation information and the delivery destination information in the designation data received in the receiving step; and

a step of outputting the generated delivery instruction data to a freight agency.

3. (currently amended) A method for selling goods using a server computer having storage and connectable to first client computers each operated by a retailer, ~~and to a~~ second client computer operated by a customer and a third client computer operated by a freight agency, comprising:

a step of storing packaging material data which includes packaging material information indicating a packaging material and retailer information indicating a retailer providing the packaging material, as well as goods data which includes goods description information describing goods for sale into the storage;

a step of sending offering data which includes the goods description information in said goods data and the packaging material information ~~indicating a packaging material in said~~ packaging material data to the second client computer;

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy, ~~and~~ packaging material designation information designating a packaging material selected by the customer from the second client computer and delivery destination information specifying a delivery destination of the goods;

a step of specifying retailer information corresponding to the packaging material information of the packaging material indicated by the packaging material designation information in the designation data received in said receiving step, based on said packaging material data; ~~and~~

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in said receiving step;

a step of transmitting the generated order data to the first client computer of the retailer indicated by the retailer information in the order data;

a step of generating delivery instruction data which includes the packaging material designation information, the goods designation information and the delivery destination information in the designation data received in the receiving step; and

a step of transmitting the generated delivery instruction data to the third client computer.

4. (cancelled)

5. (cancelled)

6. (original) The method for selling goods according to claim 3, wherein said packaging material data further includes payment mode information indicating one or more payment modes provided by the retailer indicated by the retailer information in the packaging material data,

said offering data further includes the payment mode information in the packaging material data,

said designation data further includes payment mode designation information designating a payment mode selected by the customer based on the payment mode information in the offering data, and

said order data further includes the payment mode designation information in the designation data.

7. (original) The method for selling goods according to claim 3, wherein said goods data includes retailer information indicating every retailer usually selling corresponding goods, and

the method further comprising:

a step of extracting order data whose retailer information indicates a retailer different from that indicated by the retailer information in the goods data corresponding to goods designation information in the same order data, and

a step of gathering statistics including the retailer information and goods designation information in the extracted order data.

8. (original) The method for selling goods according to claim 3, wherein said packaging material data further includes charge information indicating a charge related to a corresponding packaging material,

the goods description information in said goods data includes a price of the goods, and the method further comprising:

a step of obtaining the price of the goods indicated by the goods designation information in the designation data based on the goods description information in the goods data, and the charge related to the packaging material indicated by the packaging material designation information in the designation data based on the packaging material data; and

a step of calculating the total amount should be paid by the customer, based on the price and the charge obtained in the obtaining step.

9. (withdrawn) An apparatus for selling goods, comprising:

a server computer connected to first client computers each operated by a retailer and to a second client computer operated by a customer;

a first storage medium storing packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material;

a second storage medium storing goods data which includes goods description information describing goods for sale; and

a third storage medium storing a server program which controls the server computer to execute:

a step of sending offering data which includes the goods description information in said goods data and the information indicating a packaging material in said packaging material data to the second client computer,

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation information designating a packaging material selected by the customer from the second client computer,

a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the designation data received in said receiving step, based on said packaging material data, and

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in said receiving step.

10. (withdrawn) A computer readable storage medium which is readable by a computer connectable to first client computers each operated by a retailer and to a second client computer operated by a customer, storing:

packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material;

goods data which includes goods description information describing goods for sale; and

a server program which controls the computer to execute:

a step of sending offering data which includes the goods description information in said goods data and the information indicating a packaging material in said packaging material data to the second computer,

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation information designating a packaging material selected by the customer from the second client computer,

a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the designation data received in said receiving step, based on said packaging material data, and

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in said receiving step.

11. (withdrawn) A method for selling goods using a client computer connectable to an apparatus for selling goods, comprising:

a step of acquiring goods description information describing goods for sale and information indicating a packaging material which have sent by the apparatus for selling goods;

a step of designating the goods and the packaging material both of which the customer desires to get; and

a step of ordering by sending goods designation information indicating the designated goods and packaging material designation information indicating the designated packaging material to the apparatus for selling goods.

12. (withdrawn) A computer program product, comprising:

instructions for storing packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material, as well as goods data which includes goods description information describing goods for sale;

instructions for outputting offering data which includes the goods description information in said goods data and the information indicating a packaging material in said packaging material data to a customer;

instructions for receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation information designating a packaging material selected by the customer;

instructions for specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the designation data received in accordance with the receiving instructions, based on said packaging material data; and

instructions for generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in accordance with the receiving instructions.

13. (new) A method for selling goods using a computer having storage, comprising: selecting goods, a packaging material corresponding to at least one of a plurality of retailers, and a delivery destination; and

sending order data corresponding to the selected packaging material to the retailer from the computer, the order data including customer information and goods information; and

sending delivery instruction data directly from the computer to a freight agency, the delivery instruction data including information of the selected packaging material, the selected goods and the selected delivery destination.

14. (new) The method according to claim 13, further comprising:

packaging the selected goods in the selected packaging material at the freight agency according to the delivery instruction data; and

shipping the packaged goods from the freight agency to the delivery destination according to the delivery instruction data.